

**AMENDMENTS TO THE CLAIMS**

1. (Original) A system for supplying advertisements for display during a series of viewing opportunities (view-ops) which occur during the display of web pages on the Internet world wide web, each of said view-ops having specific characteristics,

a plurality of bidding agents,

a server for providing information concerning each view-op to said bidding agents,

a bid input system for providing proposed bids to said bidding agents, each proposed bid including, a reference to a specific advertisement, specifications of a desired view-op and a monetary amount which will be paid for displaying said specific advertisement in response to a view-op which meets said specifications of a desired view-op,

each of said bidding agent including logic for submitting a bid and a reference to a specific advertisement to said server if the information concerning a view-op satisfies the specifications of a desired view-op contained in a proposed bid, and

said server including bid selection logic for selecting the highest bid submitted by a bidding agent and for transferring the advertisement referenced in said highest bid to the web site presenting said view-op.

2. (Original) A server system for providing advertisements in response to HTML references from a web page, each HTML reference includes information identifying the source of said web page, said server system including,

a data base of advertisements,

a data base of viewer information including information concerning prior HTML references,

means for accepting proposed bids which specify a monetary amount for providing a particular advertisement in response to web page HTML references which satisfy specified criteria, said specified criteria including information included in said HTML reference and information from said data base of viewer information,

means for determining if a particular HTML reference satisfies said specified criteria,

means for selecting the highest bid which satisfies said specified criteria, and

means for responding to said HTML reference with the particular advertisement specified bit said selected bid.

3. (Original) A system for placing advertisements on web pages on the world wide web which are accessed by a viewer,

a first server which stores advertisements, said web pages having HTML references to said first server,

a data base of information on viewers,

bid input means for accepting bids to place advertisements on web pages which have particular characteristics and which are accessed by viewers having particular characteristics, and

bid selection means for selecting the highest bid for placement of an advertisement on a particular web page.

4. (Original) A system for displaying advertisements to viewers who access a web page comprising

a web server which stores a plurality of advertisements,  
bid input means for providing to said system bids specifying  
characteristics of users and web sites where it is desired to display advertisements and  
a dollar bid for the right to display an advertisement on a site with the specified  
characteristics

a server system which includes means for evaluating bids, for selecting  
one of said advertisements in response to said bids and for designating to said web  
server which of said advertisements should be displayed,

whereby the particular advertisement that is displayed to a viewer is  
determined by a bidding process.

5. (Original) In an Internet which is operating according to the HTTP  
protocol, and which includes a browser for viewing web pages and for HTML  
referencing to remote servers,

a server which has stored therein a number of advertisements,  
means for providing to said system bids for the opportunity to display  
advertisements on web pages which have been accessed by a viewer having specified  
characteristics,

selection means for evaluating said bids and comparing them to the  
characteristics of a viewer that accesses a web page, said selection means including  
means for selecting the highest bid for a particular view-opportunity.

6. (Original) A method of placing advertisements on web pages on the  
world wide web which are accessed by a viewer utilizing a browser,

storing advertisements in a data base on a first server, said web pages  
having HTML references to said first server,

maintaining a data base of information on viewers,  
accepting bids to place advertisements on web pages which have particular characteristics and which are accessed by viewers having particular characteristics,  
selecting the highest bid for placement of an advertisement on a particular web page.

7. (Original) A system for placing advertisements on web pages on the world wide web, said web pages being accessed by viewers, each viewer utilizing a browser,

a first server which stores advertisements, said web pages having HTML references to said first server,

a data base of information on viewers and on the web sites that have been accessed by particular browsers,

bid input means for accepting bids to place advertisements on web pages which have particular characteristics and which are accessed by particular browsers which have been previously used to access web pages having particular characteristics,

bid selection means for selecting the highest bid for placement of an advertisement on a particular web page which has particular characteristics and which has been accessed by a browser which previously has accessed particular web sites.

8. (Original) The system recited in claim 7 where said world wide web is accessed by using HTTP protocol on the Internet.

9. (Original) A system for determining which advertisement to place on a web page that has been accessed by a viewer using a browser,

a first web server which has stored thereon advertisements, said web page having a HTML reference to said first web server,

a client server which provides means for entering bids to place particular advertisements on particular web pages which have particular characteristics and which are accessed by particular browsers which have previously accessed particular web pages,

a viewer data base which has information concerning which web pages have been accessed by particular browsers,

a view server which evaluates the bids which have been entered and selects the highest bid for displaying an advertisement on a particular web page.

10. (Original) The system recited in claim 9 including a server which includes means for checking bids to determine if web page meets the specifications in a particular bid.

11. (Original) The system recited in claim 9 wherein a determination of which advertisement to place on a particular web page is done in machine real time and said bids are entered in human real time.

12. (Original) The system in claim 9 wherein said viewer data base includes information about viewers.

13. (Original) A method for placing advertisements on web pages on the world wide web, said web pages being accessed by viewers, each viewer utilizing a browser,

storing advertisements on a first server, said web pages having HTML references to said first server,

storing a data base of information on viewers and on the web sites that have been accessed by particular browsers,

providing bids to place advertisements on web pages which have particular characteristics and which are accessed by particular browsers which have been previously used to access web pages having particular characteristics,

selecting the highest bid for placement of an advertisement on a particular web page which has particular characteristics and which has been accessed by a browser which previously has accessed particular web sites.

14. (Original) The system recited in claim 1 wherein each view-op has an associated viewer and said server includes a data base of information concerning viewers.

15. (Original) The system recited in claim 1 wherein said server includes a data base with information about web sites.

16. (Original) A computerized method for supplying and pricing electronic advertisements, comprising:

- a. Storing client profile information in a computer database;
- b. Providing the client profile information to advertisers;
- c. Receiving electronic bids from said advertisers for specific advertisements to be presented to clients with matching client profile information;
- d. Selecting the highest bid among the electronic bids received within a specified time period;

- e. Transmitting the selected electronic advertisement to the matching clients;
- f. Calculating the delivery fee for the selected advertisement; and
- g. Generating and transmitting an advertising bill to the corresponding advertiser.

17. (Original) A computerized method for supplying and pricing electronic advertisements, comprising:

- a. Storing client profile information in a computer database;
- b. Providing the client profile information to advertisers;
- c. Receiving electronic bids from said advertisers for specific advertisements to be presented to clients with matching client profile information;
- d. Selecting the highest bid among the electronic bids received within a specified time period; and
- e. Transmitting the selected electronic advertisement to the matching client.

18. (Previously Added) A method for determining an advertisement to provide for fulfilling an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page in response to a request for the web page by a browser, the method comprising:

accepting a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal specifies: a particular advertisement; criteria for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

receiving a request to provide the advertisement to fulfill the advertising opportunity;

determining matching proposals having criteria that are satisfied by characteristics of the advertising opportunity; and

determining one of the particular advertisements to provide for fulfilling the advertising opportunity, wherein the one of the particular advertisements corresponds to one of the matching proposals having a highest amount.

19. (Currently Amended) The method of claim 18, wherein the request for the advertisement is initiated by an HTML reference in the web page.

20. (Currently Amended) The method of claim 18, wherein the amount specified in each proposal is a monetary amount to be paid by one of the advertisers upon each occurrence of a specific event.

21. (Currently Amended) The method of claim 320, wherein the specific event is a display of the particular advertisement specified in the proposal.

22. (Currently Amended) The method of claim 18, wherein the amount specified in each proposal is a maximum monetary amount specified by one of the advertisers for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level that will ensure placement of the particular advertisement.

23. (Currently Amended) The method of claim 18, wherein at least one of the proposals comprises multiple proposals for providing the particular



advertisement, wherein each of the multiple proposals includes criteria for providing the particular advertisement, and an amount.

24. (Currently Amended) The method of claim 18, wherein the proposals are proposed bids, and wherein the matching proposals are determined by bidding agents, the bidding agents submitting bids to selection logic.

25. (Currently Amended) The method of claim 18, wherein the one of the particular advertisements that is determined for fulfilling the advertising opportunity is determined by selection logic.

26. (Currently Amended) The method of claim 18, wherein the one of the particular advertisements is provided for fulfilling the advertising opportunity using HTTP.

27. (Previously Added) A method for determining matching proposals to provide an advertisement for fulfilling an advertising opportunity, wherein the advertising opportunity is an opportunity to place an advertisement on a web page concurrent with the web page being accessed by a browser, the method comprising:

providing an input system for receiving a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal specifies: a particular advertisement; criteria for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

receiving a request to provide the advertisement to fulfill the advertising opportunity; and

determining at least one matching proposal having criteria satisfied by characteristics of the advertising opportunity.

28. (Currently Amended) The method of claim 27~~10~~, wherein the request for the advertisement is initiated by an HTML reference in the web page.

29. (Currently Amended) The method of claim 27~~10~~, wherein the amount specified in each proposal is a monetary amount to be paid by one of the advertisers upon each occurrence of a specific event.

30. (Currently Amended) The method of claim 29~~12~~, wherein the specific event is a display of the particular advertisement specified in the proposal.

31. (Currently Amended) The method of claim 27~~10~~, wherein the amount specified in each proposal is a maximum monetary amount specified by one of the advertisers for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level that will ensure placement of the particular advertisement.

32. (Currently Amended) The method of claim 27~~10~~, wherein at least one of the proposals comprises multiple proposals for providing the particular advertisement, wherein each of the multiple proposals includes criteria for providing the particular advertisement, and an amount.

33. (Currently Amended) The method of claim 27~~10~~, wherein the proposals are proposed bids, and wherein the at least one matching proposal is

determined by at least one bidding agent, the at least one bidding agent submitting a bid to selection logic.

34. (Previously Added) A method for sending an advertisement to fulfill an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page concurrent with the web page being accessed by a browser using a computer network, the method comprising:

- receiving a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal corresponds to: a particular advertisement specified by one of the advertisers; criteria desired by the one of the advertisers for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;
- receiving a request to send the advertisement to fulfill the advertising opportunity;
- determining matching proposals corresponding to criteria that are satisfied by characteristics of the advertising opportunity; and
- sending the particular advertisement corresponding to one of the matching proposals for fulfilling the advertising opportunity.

35. (Currently Amended) The method of claim 34~~17~~, wherein the request for the advertisement is initiated by an HTML reference in the web page.

36. (Currently Amended) The method of claim 34~~17~~, wherein the amount corresponding to each proposal is a monetary amount to be paid by the one of the advertisers upon each occurrence of a specific event.

37. (Currently Amended) The method of claim 36~~19~~, wherein the specific event is a display of the particular advertisement corresponding to the proposal.

38. (Currently Amended) The method of claim 34~~17~~, wherein the amount corresponding to each proposal is a maximum monetary amount specified by the one of the advertisers for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level that will ensure placement of the particular advertisement.

39. (Currently Amended) The method of claim 34~~17~~, wherein at least one of the proposals comprises multiple proposals for providing the particular advertisement, wherein each of the multiple proposals correspond to criteria for providing the particular advertisement, and an amount.

40. (Currently Amended) The method of claim 34~~17~~, wherein the proposals are proposed bids, and wherein the matching proposals are determined by bidding agents, the bidding agents submitting bids to selection logic.

41. (Currently Amended) The method of claim 34~~17~~, wherein the particular advertisements that is sent for fulfilling the advertising opportunity is determined by selection logic.

42. (Currently Amended) The method of claim 34~~17~~, wherein the particular advertisement that is sent for fulfilling the advertising opportunity is sent using HTTP.

43. (Currently Amended) The method of claim 34~~17~~, wherein the one of the matching proposals corresponds to a highest amount.

44. (Previously Added) A method for determining an advertisement to provide for fulfilling an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page concurrent with the web page being accessed by a browser using a computer network, the method comprising:

receiving a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal corresponds to: a particular advertisement specified by one of the advertisers; criteria desired by one of the advertisers for providing the particular advertisement, the criteria including type of web pages desired for placing the particular advertisement; and a number;

receiving a request for the advertisement to fulfill the advertising opportunity;

determining matching proposals that correspond to criteria that are satisfied by characteristics of the advertising opportunity; and

determining one of the particular advertisements to provide for fulfilling the advertising opportunity, wherein the one of the particular advertisements corresponds to one of the matching proposals that corresponds to a highest number.

45. (Currently Amended) The method of claim ~~4427~~, wherein the request for the advertisement is initiated by an HTML reference in the web page.

46. (Currently Amended) The method of claim ~~4427~~, wherein the number corresponding to each proposal is a monetary amount to be paid by the one of the advertisers upon each occurrence of a specific event.

47. (Currently Amended) The method of claim ~~4629~~, wherein the specific event is a display of the particular advertisement corresponding to the proposal.

48. (Currently Amended) The method of claim ~~4427~~, wherein the number corresponding to each proposal is a maximum monetary amount specified by the one of the advertisers for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level that will ensure placement of the particular advertisement.

49. (Currently Amended) The method of claim ~~4427~~, wherein at least one of the proposals comprises multiple proposals for providing the particular advertisement, wherein each of the multiple proposal corresponds to criteria for providing the particular advertisement, and a number.

50. (Currently Amended) The method of claim ~~4427~~, wherein the proposals are proposed bids, and wherein the matching proposals are determined by bidding agents, the bidding agents submitting bids to selection logic.

51. (Currently Amended) The method of claim ~~4427~~, wherein the one of the particular advertisements that is determined for fulfilling the advertising opportunity is determined by selection logic.

52. (Currently Amended) The method of claim ~~4427~~, wherein the one of the particular advertisements is provided for fulfilling the advertising opportunity using HTTP.

53. (Previously Added) A method for determining an advertisement to provide for fulfilling an advertising opportunity, wherein the advertising opportunity is an opportunity for the advertisement to be displayed by a browser concurrent with a web page being accessed by the browser using a computer network, the method comprising:

receiving a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal corresponds to: a particular advertisement specified by one of the advertisers; criteria desired by the one of the advertisers for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for displaying the particular advertisement concurrent with the web pages being accessed by browsers; and an amount;

receiving a request to provide the advertisement to fulfill the advertising opportunity;

determining matching proposals that correspond to criteria that are satisfied by characteristics of the advertising opportunity; and

determining one of the particular advertisements corresponding to one of the matching proposals to provide for fulfilling the advertising opportunity,

wherein the determining of the one of the particular advertisements is influenced by the amount corresponding to the one of the matching proposals.

54. (Currently Amended) The method of claim 5336, wherein the request for the advertisement is initiated by an HTML reference in the web page.

55. (Currently Amended) The method of claim 5336, wherein the amount corresponding to each proposal is a monetary amount to be paid the by one of the advertisers upon each occurrence of a specific event.

56. (Currently Amended) The method of claim 5538, wherein the specific event is a display of the particular advertisement corresponding to the proposal.

57. (Currently Amended) The method of claim 5336, wherein the amount corresponding to each proposal is a maximum monetary amount specified by the one of the advertisers for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level that will ensure placement of the particular advertisement.

58. (Currently Amended) The method of claim 5336, wherein at least one of the proposals comprises multiple proposals for providing the particular advertisement, wherein each of the multiple proposals corresponds to criteria for providing the particular advertisement, and an amount.

59. (Currently Amended) The method of claim 5336, wherein the proposals are proposed bids, and wherein the matching proposals are determined by bidding agents, the bidding agents submitting bids to selection logic.



60. (Currently Amended) The method of claim 5336, wherein the one of the particular advertisements that is determined for fulfilling the advertising opportunity is determined by selection logic.

61. (Currently Amended) The method of claim 5336, wherein the one of the particular advertisements is provided for fulfilling the advertising opportunity using HTTP.

62. (Currently Amended) The method of claim 5336, wherein the one of the matching proposals corresponds to a highest amount.

63. (Previously Added) A method for determining an advertisement to provide for fulfilling a particular advertising opportunity, wherein the particular advertising opportunity is the opportunity to place the advertisement on a particular web page that is requested by a particular browser using a computer network, the method comprising:

accepting a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal is associated with: a particular advertisement; criteria for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount;

determining matching proposals, the matching proposals being associated with criteria that are satisfied by characteristics of the particular advertising opportunity; and

determining one of the particular advertisements to provide for fulfilling the particular advertising opportunity, wherein the one of the particular

advertisements is associated with one of the matching proposals associated with a highest amount.

64. (Currently Amended) The method of claim 6346, wherein the amount associated with each proposal is a monetary amount to be paid by one of the advertisers upon each occurrence of a specific event.

65. (Currently Amended) The method of claim 6447, wherein the specific event is a display of the particular advertisement associated with the proposal.

66. (Currently Amended) The method of claim 6346, wherein the amount specified in each proposal is a maximum monetary amount specified by the one of the advertisers for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level that will ensure placement of the particular advertisement.

67. (Currently Amended) The method of claim 6346, wherein at least one of the proposals comprises multiple proposals for providing the particular advertisement, wherein each of the multiple proposals is associated with criteria for providing the particular advertisement, and an amount.

68. (Currently Amended) The method of claim 6346, wherein the proposals are proposed bids, and wherein the matching proposals are determined by bidding agents, the bidding agents submitting bids to selection logic.

69. (Currently Amended) The method of claim 6346, wherein the one of the particular advertisements that is determined for fulfilling the particular advertising opportunity is determined by selection logic

70. (Currently Amended) The method of claim 6346, wherein the one of the particular advertisements is provided for fulfilling the particular advertising opportunity using HTTP.

71. (Previously Added) A method for determining matching proposals to provide an advertisement for fulfilling a particular advertising opportunity, wherein the particular advertising opportunity is an opportunity to place the advertisement on a particular web page that is being accessed by a particular browser using a computer network, the method comprising:

providing an input system for receiving a plurality of proposals from advertisers to provide advertisements for fulfilling advertising opportunities, wherein each proposal is associated with: a particular advertisement; criteria for providing the particular advertisement, the criteria including at least one characteristic of web pages desired for placing the particular advertisement; and an amount; and

determining at least one matching proposal having criteria satisfied by characteristics of the particular advertising opportunity.

72. (Currently Amended) The method of claim 7154, wherein the amount associated with each proposal is a monetary amount to be paid by one of the advertisers upon each occurrence of a specific event.

73. (Currently Amended) The method of claim 7254, wherein the specific event is a display of the particular advertisement associated with the proposal.

74. (Currently Amended) The method of claim 7154, wherein the amount is a maximum monetary amount specified by one of the advertisers for competing for placement of the particular advertisement, wherein an actual amount is minimized to a level that will ensure placement of the particular advertisement.

75. (Currently Amended) The method of claim 7154, wherein at least one of the proposals comprises multiple proposals for providing the particular advertisement, wherein each of the multiple proposals is associated with criteria for providing the particular advertisement, and an amount.

76. (Currently Amended) The method of claim 7154, wherein the proposals are proposed bids, and wherein the at least one matching proposal is determined by at least one bidding agent, the at least one bidding agents submitting a bid to selection logic.

77. (Previously Added) A system for supplying advertisements for display during the display of a web page on the Internet, the system comprising:  
bidding agents, the bidding agents generating bids in real time, each of the bids including a reference to a specific advertisement and a bid amount; and  
bid selection logic coupled to the bidding agents, the bid select logic selecting a bid submitted by a bidding agent and transferring the specific advertisement referenced to the web page.